



Case Study: The Portland Press Herald

About Portland Press Herald

The Portland Press Herald/Maine Sunday Telegram is Maine's leading newspaper, read by hundreds of thousands of people every week. *The Portland Press Herald* reaches the most populous part of Maine with a primary circulation area from York to Knox counties, while the *Sunday Telegram* is distributed across the state.

The Challenge

When Michelle Lester, the new vice president of advertising, stepped in at *The Portland Press Herald*, it was immediately clear that there were workload constraints which made it difficult for the advertising department to work efficiently. *The Portland Press Herald* began to search for a solution that optimized production time while improving client relations.

“Any paper is likely to benefit from using Revolution. With it, you are able to adjust staffing, gain sales time, reduce credits and create better relationships with your clients. Considering you get all of these benefits, it almost becomes a no-brainer.”

production costs.

On the publishing side, Revolution helps maintain consistency and quality by using ICC profiles to match colors and photos to the press specifications. It also ensures that ads are received on time and in the proper format. Revolution can be used to create uniformity within a particular section or customized based on advertisers' existing ad design.

Why MultiAd?

Because of previous knowledge with MultiAd's solutions and expertise, *The Portland Press Herald* selected Revolution, a web-based, self-service advertising tool that helps streamline the real estate ad process.

The Solution

Revolution empowers advertisers by giving them control over the production of their ad. Advertisers access a web-based application that allows them to build an ad using templates derived from their existing advertising. By putting the design work back on the advertiser, the publisher experiences significantly less credits and make-goods while realizing lower

The Implementation

Before client training could take place, MultiAd and *The Portland Press Herald* had to establish available templates, train the sales and production staff, and identify the number of clients that required training.

One of the primary goals of *The Portland Press Herald* was to create a consistent look to the ads in their Open House Directory and Local House Values sections.

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This was accomplished by identifying a select number of templates advertisers could use within Revolution.

With all templates available to all agents, and only a few weeks to train over 100 agents, MultiAd and the *The Portland Press Herald* scheduled several webinars over the course of two weeks. Online training proved to be a success, and as the weeks progressed, fewer help desk calls were fielded. New clients continue to receive online training as they come on board with *The Portland Press Herald*.

Results

Since the *The Portland Press Herald* incorporated Revolution into their workflow, they've experienced a 50% decrease in production time for their real estate advertising and have virtually eliminated credits back to advertisers.

Within the first month, over 200 listings were created through Revolution. Five months after the initial implementation, that number has more than doubled.

Overall, less time has been spent on proofing and tracking down ad elements, which Lester cites, "has allowed us to maximize sales time with REALTORS®. Currently, sales in our real estate market are down 40%; however, we are

tracking close to last year. If we would not have implemented Revolution, we may not be at the point we are now."

The paper's advertisers have easily adjusted to using Revolution to place their ads and particularly enjoy the control and the web-based availability. Ginnie Dolloff with Chamberlain Realty shares her thoughts on her experience with Revolution, "I love it. At

first I thought creating my own ads would mean more work for me.

Since using Revolution, I find that it is actually easier because I can immediately see what my ad looks like and can edit my work instantly. The new format is great—ads are more organized and visible to the reader. I would advise any other Real Estate Agent to use Revolution—do not be

afraid of it. The program is great and helps you be more productive!"

Most importantly, Revolution has greatly improved client relations by allowing the staff and advertisers to focus on the positive instead of the corrections that previously needed to be made. *The Portland Press Herald* intends on expanding the usage of Revolution to enable their real estate clients to build their own weekly real estate display ads.

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